

## FEE TRANSMITTAL FOR FY 2005

Effective on 12/08/2004. Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

**TOTAL AMOUNT OF PAYMENT (\$)** 500.00

Complete if Known:

Application No. 09/768,951  
 Filing Date 1/23/2001  
 First Named Inventor Rafev, et al.  
 Examiner Name John Manning  
 Art Unit 2614  
 Attorney Docket No. 080398.P602

\_\_\_\_\_  
 Applicant claims small entity status. See 37 CFR 1.27.

**METHOD OF PAYMENT** (check all that apply)

Check     Credit Card     Money Order     None     Other (please identify) \_\_\_\_\_

\_\_\_\_\_  
**Deposit Account**

Deposit Account Number : 02-2666

Deposit Account Name: \_\_\_\_\_

The Director is Authorized to do the following with respect to the above-identified Deposit Account:

Charge fee(s) indicated below.

Charge any additional fee(s) or underpayment of fee(s) during the pendency of this application.

Charge fee(s) indicated below except for the filing fee

Credit any overpayments.

Any concurrent or future reply that requires a petition for extension of time should be treated as incorporating an appropriate petition for extension of time and all required fees should be charged.

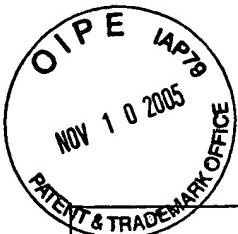
Warning: Information on this form may become public. Credit card information should not be included on this form.  
 Provide credit card information and authorization on PTO-2038.

### FEE CALCULATION

#### 1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Large Entity Fee Code	Fee (\$)	Small Entity Fee Code	Fee (\$)	Fee Description	Fees Paid (\$)
1011	300	2011	150	Utility application filing fee	_____
1111	500	2111	250	Utility search fee	1,000/500
1311	200	2311	100	Utility examination fee	_____
1012	200	2012	100	Design application filing fee	_____
1112	100	2112	50	Design search fee	430/215
1312	130	2312	65	Design examination fee	_____
1013	200	2013	100	Plant filing fee	_____
1113	300	2113	150	Plant search fee	660/330
1313	160	2313	80	Plant examination fee	_____
1004	300	2004	150	Reissue filing fee	_____
1114	500	2114	250	Reissue search fee	1,400/700
1314	600	2314	300	Reissue examination fee	_____
1005	200	2005	100	Provisional application filing fee	_____

**SUBTOTAL (1)** \$ 0.00



## 2. EXCESS CLAIM FEES

		<u>Extra Claims</u>	<u>Fee from below</u>	<u>Fees Paid (\$)</u>
<b>Total Claims</b>		<b>- 20 or HP =</b>	X \$50.00	= _____
HP = highest number of total claims paid for, if greater than 20				
<b>Independent Claims</b>		<b>- 3 or HP =</b>	X \$200.00	= _____
HP = highest number of independent claims paid for, if greater than 3				
<b>Multiple Dependent Claims</b>				= _____
<b>Large Entity</b>		<b>Small Entity</b>		
Fee	Fee	Fee	Fee	
Code	(\$)	Code	(\$)	<u>Fee Description</u>
1202	50	2202	25	Each claim over 20
1201	200	2201	100	Each independent claim over 3
1203	360	2203	180	Multiple dependent claims, if not paid
1204	200	2204	100	Reissue: each claim over 20 and more than in the original patent
1205	50	2205	25	Reissue: each independent claim more than in the original patent
				<b>SUBTOTAL (2) \$ _____</b>

## 3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

<u>Total Sheets</u>	<u>Extra Sheets</u>	<u>Number of each add'l 50 or fraction thereof</u>	<u>Fee from below</u>	<u>Fees paid (\$)</u>
_____	- 100 = _____ / 50 = _____ (round up to whole number)		X \$250.00	_____

<b>Large Entity</b>	<b>Small Entity</b>	<b>Fee Description:</b> Application size fee for each additional group of 50 sheets beyond initial 100 sheets (count spec & drawings except sequences & program listings):
Fee	Fee	
Code	(\$)	Fee Description: Application size fee for each additional group of 50 sheets beyond initial 100 sheets (count spec & drawings except sequences & program listings):
1081	250	Utility
1082	250	Design
1083	250	Plant
1084	250	Reissue

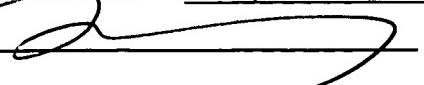
SUBTOTAL (3) \$ \_\_\_\_\_

**FEE CALCULATION (continued)****4. OTHER FEE(S)**

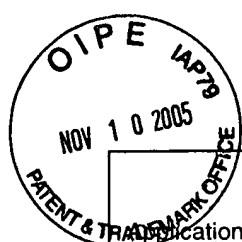
<u>Large Entity</u>	<u>Small Entity</u>		<u>Fees Paid (\$)</u>
<b>Non-English Specification, \$130 fee (no small entity discount)</b>			
<u>Fee</u>	<u>Fee</u>		
<u>Code</u>	<u>Fee (\$)</u>	<u>Code</u>	<u>Fee (\$)</u>
1051	130	2051	65
1052	50	2052	25
1053	130	1053	130
1812	2,520	1812	2,520
1813	8,800	1813	8,800
1804	920*	1804	920*
1805	1,840*	1805	1,840*
1251	120	2251	60
1252	450	2252	225
1253	1,020	2253	510
1254	1,590	2254	795
1255	2,160	2255	1,080
1401	500	2401	250
1402	500	2402	250
1403	1,000	2403	500
1451	1,510	1451	1,510
1452	500	2452	250
1453	1,500	2453	750
1501	1,400	2501	700
1502	800	2502	400
1503	1100	2503	550
1462	400	1462	400
1463	200	1463	200
1464	130	1464	130
1807	50	1807	50
1806	180	1806	180
8021	40	8021	40
1809	790	2809	395
1814	130	2814	65
1810	790	2810	395
1801	790	2801	395
1802	900	1802	900
1504	300	1504	300
1505	300	1505	300
1803	130	1803	130
1808	130	1808	130
1454	1,370	1454	1,370
<i>Other fee (specify)</i>			
<i>Other fee (specify)</i>			
			<b>SUBTOTAL (4) \$ 500.00</b>

\*Reduced by Basic Filing Fee Paid

**SUBMITTED BY:**

Typed or Printed Name: Sheryl Sue Holloway  
Signature:  Date: abv. 7, 2005  
Reg. Number: 37,850 Telephone Number: 408-720-8300

Send to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

**TRANSMITTAL****PATENT**

Application No.: 09/768,951  
Filing Date: January 23 27, 2001  
First Named Inventor Rafey, et al.  
Examiner's Name: John Manning  
Art Unit: 2614  
Attorney Docket No.: 080398.P602

- An Amendment After Final Action (37 CFR 1.116) is attached and applicant(s) request expedited action.  
 Charge any fee not covered by any check submitted to Deposit Account No. 02-2666.  
 Applicant(s) hereby request and authorize the U.S. Patent and Trademark Office to (1) treat any concurrent or future reply that requires a petition for extension of time as incorporating a petition for extension of time for the appropriate length of time and (2) charge all required fees, including extension of time fees and fees under 37 CFR 1.16 and 1.17, for any concurrent or future reply to Deposit Account No. 02-2666.  
 Applicant(s) claim small entity status (37 CFR 1.27).

**ATTACHMENTS**

- Preliminary Amendment  
 Amendment/Response with respect to Office Action  
 Amendment/Response After Final Action (37 CFR 1.116) (reminder: consider filing a Notice of Appeal)  
 Notice of Appeal  
 RCE (Request for Continued Examination)  
 Supplemental Declaration  
 Terminal Disclaimer (reminder: if executed by an attorney, the attorney must be properly of record)  
 Information Disclosure Statement (IDS)  
 Copies of IDS citations  
 Petition for Extension of Time  
 Fee Transmittal Document (that includes a fee calculation based on the type and number of claims)  
 Cross-Reference to Related Application(s)  
 Certified Copy of Priority Document  
 Other: Appeal Brief Under 37 C.F. R. § 41.37  
 Other: Appendix A For Appeal Brief Under 37 C.F. R. § 41.37  
 Check(s)  
 Postcard (Return Receipt)

**SUBMITTED BY:**

BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP

TYPED OR PRINTED NAME: Sheryl Sue Holloway

SIGNATURE:

REG. NO.: 37,850

DATE: NOV. 7, 2005

ADDRESS: 12400 Wilshire Boulevard, Seventh Floor

Los Angeles, California 90025

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**CERTIFICATE OF MAILING BY FIRST CLASS MAIL (if applicable)**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria Virginia 22313-1450 on NOV. 7, 2005

Date of Deposit

Carla Anysia Nascimento

Name of Person Mailing Correspondence

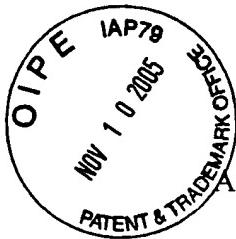
NOV. 7, 2005

Date

Express Mail Label No. (if applicable):

(10/14/03)

Send to: COMMISSIONER FOR PATENTS, P.O. Box 1450, Alexandria, Virginia 22313-1450



Atty Docket No. 080398.P602

Patent

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

In re Application of: ) Examiner: Manning, John  
 )  
 Rafey, et al. ) Art Unit: 2614  
 )  
 Application No. 09/768,951 )  
 )  
 Filed: January 23, 2001 )  
 )  
 For: SYSTEM AND METHOD FOR )  
 ENABLING ANONYMOUS )  
 PERSONALIZATION )  
 )

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Mail Stop Appeal Brief - Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**APPEAL BRIEF UNDER 37 C.F.R. § 41.37**

This is an appeal to the Board of Patent Appeals and Interferences from the decision of the Examiner of Group 2614, dated June 6, 2005, which finally rejected claims 1-21 in the above-identified application. This Appeal Brief is hereby submitted pursuant to 37 C.F.R. § 41.37(a).

**I. REAL PARTY IN INTEREST**

The real parties in interest are the joint assignees of the full interest in the invention, Sony Electronics Inc., Park Ridge, N.J., and Sony Corporation, Tokyo, Japan.

500.00 op

**II. RELATED APPEALS AND INTERFERENCES**

To the best of Appellant's knowledge, there are no appeals or interferences related to the present appeal that will directly affect, be directly affected by, or have a bearing on the Board's decision in the instant appeal.

11/14/2005 WARDELR1 00000035 09768951

01 FC:1402

### **III. STATUS OF THE CLAIMS**

Claims 1-21 are pending in the application and are the subject of this appeal. A copy of claims 1-21 as they stand on appeal are set forth in Appendix A.

### **IV. STATUS OF AMENDMENTS**

No amendments to the claims have been made after receipt of the Final Office Action on June 6, 2005.

### **V. SUMMARY OF CLAIMED SUBJECT MATTER**

Appellant's invention as claimed is a modular electronic element, also referred to as a tuner cartridge or a dedicated electronic device, that is tuned to a specific content provider. The modular electronic element modifies a signal from the specific content provider according to a user profile stored in the modular electronic element.

[Specification: page 7, line 12 through page 10, line 13; Figures 1-3] The modular electronic element is claimed as interacting with a base station in claims 1-10. A user profile stored in the base station is sent to a new modular electronic element to initialize the new element. In addition, the user profile in the base station may be modified by information from an element. The components and corresponding operations for one embodiment of the modular electronic element are claimed in claims 11-18 [page 15, line 15 though page 16, line 19]. A method performed by the base station to initialize the element and to modify the base station stored user profile is claimed in claims 19-21 [page 13, line 12 through page 13, line 20; Figure 7].

Claims 8 and 9 specify means for enabling electronic purchases and electronic purchasing means. The corresponding structure is described on page 12, line 6-12 with reference to element 113b in Figure 3.

### **VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL**

1. Claims 1-7 and 10-21 stand rejected under 35 U.S.C. § 103 over U.S. Patent 5,483,277 to Granger and U.S. Patent 6,236,395 to Sezan et al.

2. Claims 8 and 9 stand rejected under 35 U.S.C. § 103 over Grange and Sezan in combination with U.S. Patent 6,728,713 to Beach et al.

## VII. ARGUMENTS

1. Claims 1-7 and 10-21 are Patentable under 35 U.S.C. § 103 over Granger and Sezan.

Granger discloses a plug-in module that extends the number of channels a set top converter can deliver simultaneously. The plug-in module comprises a tuner that tunes to any channel selected by a user. One of the channels may be reserved for a VCR, but Granger does not teach or suggest that the tuner in the plug-in module is dedicated to the VCR channel.

Sezan discloses an audio/video system that analyzes program content to find content that matches a user's preferences. A search, filtering and browsing (SFB) module gathers information about a user's viewing habits, which is passed to a generation module that creates a user description scheme. The SFB module also compares program description schemes with the user description scheme to select programs of interest to the user. The user description scheme may be copied to a portable device for use at a remote location.

### A. *Claims 1, 3 and 4*

Claims 1, 3 and 4 stand or fall together. Claim 1 is the representative claim and claims the interaction between a modular media element and a base station. In particular, claim 1 claims the base station is configured to send a user profile from the memory of the base station to a new electronic media element, and further claims that the base station is configured to modify the user's profile stored in the base station with information received from the plug-in module.

The Examiner is equating Granger's set top converter with Appellant's claimed base station and Granger's plug-in module with Appellant's claimed module media element. The Examiner asserts that it would be obvious to modify Granger's set top converter to include a memory to store Sezan's description scheme. The Examiner also

asserts that is would be obvious to modify Granger's plug-in module to include a memory to store Sezan's description scheme.

Appellant respectfully submits that nothing in Granger, Sezan, or the art as a whole suggest the desirability of the Examiner's modifications. Sezan is directed toward selecting content based on user preferences and the Examiner appears to be relying on this purpose as support for modifying Granger. However, Sezan does not need to store the user description scheme on a set top converter to accomplish his stated purpose. Furthermore, Granger is directed at enabling an additional channel to be tuned by a set top converter. Granger does not need to store a user description scheme to accomplish his stated objective. Thus, neither Granger nor Sezan suggests any advantage in making the modifications urged by the Examiner. Therefore, the Examiner has failed to provide proper motivation for the combination of Granger and Sezan, and the combination is improper.

Moreover, the combination of Granger and Sezan does not teach or suggest modifying a user's profile on a base station with information from a modular media element as claimed. Although Sezan discloses that the user description scheme can be updated by the user or by a user agent, Sezan does not teach or suggest using information in the portable device to modify the user description scheme stored in the system.

Accordingly, the combination of Granger and Sezan does not render obvious Appellant's invention as claimed in claims 1, 3 and 4.

#### ***B. Claims 2, 5, 10 and 16***

Claims 2, 5, 10 and 16 stand or fall together. Claim 2 is the representative claim. Claim 2 depends from claim 1 and further claims the electronic media element as a service cartridge having a detection element and an identifier.

The Examiner asserts that Sezan's portable device is equivalent to Appellant's claimed service cartridge. However, there is no disclosure in Sezan that teaches or suggests the portable device has either a detection element or an identifier as claimed.

Accordingly, the combination of Granger and Sezan does not render obvious Appellant's invention as claimed in claims 2, 5, 10 and 16.

### **C. Claims 6, 7 and 15**

Claims 6, 7 and 15 stand or fall together. Claim 6 is the representative claim. Claim 6 depends from claim 5 and further claims the service cartridge includes a plurality of dedicated tuners.

In rejecting claim 6, the Examiner relies on Official Notice that it is well-known to "use a plurality of tuners with storage elements." This is the verbatim rejection from the first Office Action mailed August 2, 2004. In response to the first Office Action, Appellant pointed out to the Examiner that Appellant's claimed limitation is not covered by the asserted Official Notice because Appellant is NOT claiming a plurality of tuners with storage elements. In addition, Appellant challenged the Examiner to provide evidence that Appellant's claim limitation was well-known. To date, the Examiner made no attempt to answer Appellant's challenge to the asserted Official Notice as required. Thus, the Examiner has failed to establish a proper *prima facie* case of obviousness with regard to claim 6.

Accordingly, the combination of Granger and Sezan does not render obvious Appellant's invention as claimed in claims 6, 7 and 15.

### **D. Claims 11-14, 17 and 18**

Claims 11-14, 17 and 18 stand or fall together. Claim 11 is the representative claim. Claim 11 is an independent claim and claims four elements that comprise the electronic media element.

As discussed above, the combination of Granger and Sezan does not disclose Appellant's claimed system comprising a base station and an electronic media element. Claim 11 specifies additional limitations for the electronic media element. In particular, claim 11 claims that the user profile is initially received from a system upon installation of the electronic media element in the system. There is nothing in either Granger or Sezan that teaches or suggests initializing an electronic media element upon installation in a system.

Furthermore, neither Granger nor Sezan disclose an electronic media element having an electronic component that generates generate video signal by modifying a broadcast signal based on a user profile. Granger's plug-in module tunes to a user

selected channel. Sezan displays content that matches a user's preferences. Appellant respectfully submits that neither prior art function can be considered equivalent to modifying the broadcast signal as claimed.

Accordingly, the combination of Granger and Sezan does not render obvious Appellant's invention as claimed in claims 11-14, 17 and 18.

#### *E. Claims 19-21*

Claims 19-21 stand or fall together. Claim 19 is the representative claim. Claim 19 is an independent claim and claims operations performed by the base station.

As discussed above, the combination of Granger and Sezan does not disclose Appellant's claimed system comprising a base station and an electronic media element. Claim 19 claims sending a user profile to a new dedicated electronic device upon detecting the installation of the new device. In addition, claim 19 claims modifying the user profile as a result of installing the new device. Neither Granger nor Sezan teach or even suggest sending a user profile and/or modifying the user profile in response to installing a new electronic device. Thus, the combination of Granger and Sezan cannot be properly interpreted as doing so.

Accordingly, the combination of Granger and Sezan does not render obvious Appellant's invention as claimed in claims 19-21.

2. Claims 8 and 9 are Patentable under 35 U.S.C. § 103 over Granger, Sezan and Beach.

Claims 8 and 9 stand or fall together. Claim 8 is the representative claim. Claim 8 depends from claim 2 and further claims the base station comprises a communication link over, and the service cartridge comprises means for enabling electronic purchases through the communications link.

Beach discloses storing, distributing and maintaining television program information in a distributed database. Beach does not teach or suggest any of the elements in claims 1 or 2 that are missing in the combination of Granger and Sezan. In addition, adding Beach to the combination of Granger and Sezan does not render the combination proper. Furthermore, although the Examiner asserts that Beach discloses a

means for enabling electronic purchases as claimed in claim 8, Beach actually only teaches tracking electronic purchases made by the user.

Accordingly, the combination of Granger, Sezan and Beach does not render obvious Appellant's invention as claimed in claims 8 and 9.

### VIII. CONCLUSION

The combination of Granger and Sezan is improper and furthermore does not disclose each and every limitation claimed in claims 1-7 and 10-21. The combination of Granger, Sezan and Beach is similarly improper and also does not disclose each and every limitation claimed in claims 8 and 9. Therefore, Appellant respectfully requests the Board reverse the rejection of claims 1-21 under 35 U.S.C. § 103 and direct the Examiner to enter a Notice of Allowance for claims -21.

#### **Fee for Filing a Brief in Support of Appeal**

Enclosed is a check in the amount of \$500.00 to cover the fee for filing a brief in support of an appeal as required under 37 C.F.R. §§ 1.17(c) and 41.37(a).

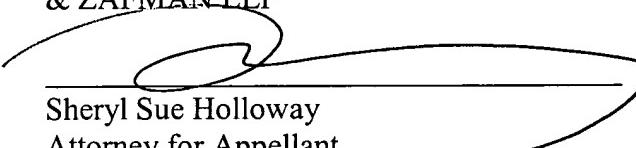
**Deposit Account Authorization**

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Appellant hereby requests such extension.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR  
& ZAFMAN LLP

Dated: November 7, 2005

  
Sheryl Sue Holloway  
Attorney for Appellant  
Registration No. 37,850

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Seventh Floor  
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(408) 720-8300 x309



Atty Docket No. 080398.P602

Patent

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

In re Application of:	)	Examiner: Manning, John
	)	
Rafey, et al.	)	Art Unit: 2614
	)	
Application No. 09/768,951	)	
	)	
Filed: January 23, 2001	)	
	)	
For: SYSTEM AND METHOD FOR	)	
ENABLING ANONYMOUS	)	
PERSONALIZATION	)	
	)	

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**APPENDIX A FOR  
APPEAL BRIEF UNDER 37 C.F.R. § 41.37**

1. (Previously amended) An interactive personalized viewing system, comprising:
  - a base station comprising memory for storing a user profile that provides the viewing preferences of a user, the base station configured to send the user profile to a new electronic media element, to replace the user profile in the memory with a user profile modified with information in the new electronic media element and to provide a video signal to a display device; and
    - an electronic media element, the electronic media element including a dedicated tuner for receiving a broadcast signal, the electronic media element further including a local storage element for storing at least a portion of the user profile, and a processing element operative to generate the video signal provided to the display device by modifying the display characteristics of the broadcast signal in response to the user profile, wherein the video signal display characteristics are anonymously modified by the user profile.

2. (Original) The personalized viewing system of Claim 1, wherein the electronic media element is a service cartridge including a detection element, the service cartridge having a unique identifier associated therewith stored in the local storage element wherein the display characteristics of the video signal are modified upon detection of the unique identifier of the service cartridge.
3. (Original) The personalized viewing system of Claim 1, wherein the broadcast signal is maintained in the local memory and modified in response to the user profile before the video signal is provided to the display device.
4. (Original) The personalized viewing system of Claim 3, wherein the modification of the broadcast signal comprises a reorganization of the content of the broadcast signal in response to the user profile.
5. (Original) The personalized viewing system of Claim 2, wherein the user profile is accessed and modified upon detection of the unique identifier of a new service cartridge.
6. (Original) The personalized viewing system of Claim 5, wherein the service cartridge further includes a plurality of dedicated tuners, each of the dedicated tuners operative to receive a specific corresponding broadcast signal.
7. (Original) The personalized viewing system of Claim 6, wherein the service cartridge further includes a plurality of media storage elements operative to store a specific video signal corresponding to the plurality of tuners.
8. (Original) The personalized viewing system of Claim 2, wherein the base station further includes a communication link, and the service cartridge includes means for enabling electronic purchases through the communication link, the electronic purchasing means operative to track purchases made by the user.

9. (Original) The personalized viewing system of Claim 8, wherein the service cartridge includes means for modifying the user profile in response to purchases tracked by the electronic purchasing means.

10. (Original) The personalized viewing system of Claim 2, wherein anonymous personalization is based on a fee service.

11. (Previously amended) An electronic media element for enabling an interactive personalized viewing system, comprising:

    a tuner dedicated to receive a broadcast signal having a predetermined frequency range;

    an adapter, coupled to the tuner, operative to provide a video signal to a display device;

    a local memory operative to store the broadcast signal, the local memory further storing at least a portion of a user profile and a unique identifier of the media element, the user profile including the viewing and additional preferences of the user, the user profile initially received from an interactive personalized viewing system upon installation of the electronic media element in the interactive personalized viewing system; and

    an electronic component operative to generate the video signal by modifying the characteristics of the broadcast signal in response to the user profile, wherein the video display characteristics are anonymously modified by the user profile.

12. (Original) The media element of Claim 11, wherein metadata is associated to identify segments of the broadcast signal and the viewing order of the segments is reorganized in response to the user profile.

13. (Previously amended) The media element of Claim 12, wherein the reorganization of viewing segments is determined by matching the metadata with the contents of the user profile.

14. (Original) The media element of Claim 12, wherein the electronic component comprises a processor capable of performing a comparison of the metadata and the data stored in the user profile.
15. (Previously amended) The media element of Claim 11, further including a plurality of tuners, each of the tuners operative to receive a broadcast signal having a predetermined frequency range, and a plurality of media storage elements operative to store the broadcast signals received by each of the plurality of tuners.
16. (Previously amended) The media element of Claim 11, further including a detection unit to detect information present in other media elements.
17. (Original) The media element of Claim 15, wherein the unique identifier is stored in the local memory, the unique identifier information being detected by the detection unit such that the use profile is modified in response to the detection of the unique identifier.
18. (Previously amended) The media element of Claim 17, wherein the user profile is modified based on the information present in a newly detected media element.
19. (Previously amended) A method of enabling anonymous personalization of an interactive viewing system, the method comprising:
- sending a user profile to a new dedicated electronic device upon installation of the new dedicated electronic device in the interactive viewing system, the user profile providing a set of viewing preferences; and
- modifying the user profile as a result of the installation of the new dedicated electronic media device.
20. (Previously amended) The method of Claim 19, wherein the new dedicated electronic media device includes a unique identifier stored therein which automatically modifies the user profile based on the information contained therein.

21. (Previously amended) The method of Claim 20, wherein modifying the user profile comprises:

detecting the unique identifier of the new dedicated electronic media device; and  
adding the characteristics of the new dedicated electronic media device to the user profile.